

Westgate Printing



Sue Prenderville and her Sharp MX5500 from Danwood

**Background**

Being an entrepreneur is not for the faint of heart. Figuring out your market, keeping customers happy, battling competitors, coping with government at all levels, dealing with an uncertain economy, paying your employees (and yourself if anything is left over), is tough. The last thing you need is an unreliable supplier. Especially one who disappears.

If you want to meet two smart business people who are up to the challenge, visit in Zephyrhills, Florida, a small town of considerable charm, just thirty minutes north east of Tampa. Sue and Mike Prenderville did their homework before buying a going concern with a lot of potential.

Sue tells their story. "We came over from England four and a half years ago to take a look at this business along with several others. My husband was already in the printing trade. The lady who owned the business wanted to retire. We took over in January four years ago and we've made big changes over those years. We are adjusting. You have to change with the times. You have to remain competitive, go with the flow, and change how you do things. So we made some investments in new equipment and new machinery." Indeed they have. Westgate Printing now offers direct-to-plate digital technology for higher quality and faster turnaround, and a full-time graphic artist. Customers can get their products printed without ever having to drive to the shop thanks to Westgate's commitment to forward thinking and willingness to invest.

The Prendervilles made steady progress. They "put their shoulders to the wheel" in their community, contributing their know-how and enthusiasm to the local Chamber of Commerce. The business grew. Then, a nasty surprise.

"We were sold some equipment. After a few months, there were some red flags. The supplies weren't coming very quickly, the service wasn't very quick.

In a tight-knit community, when you start talking, we found that there were a lot of printers in the same situation. This company we had been dealing with had closed the doors, gone bankrupt, leaving us and lots of other customers in deep water with leases on equipment." She explains: "The equipment has to be maintained on a regular basis, like a car. It needs cleaning, new drums, new parts that get worn, new toner. We were left in a situation where we needed service, new consumables, etc and it wasn't forthcoming. There were a lot of underhanded practices coming to light. We had two and a half years left on the lease."

**Benefits**

- Reliable, attentive service.
- Peace of mind from stability and corporate commitment.
- Time and labor savings through technical solutions calibrated to the needs of your organization.



## Westgate Printing



### Sharp MX 5500N

- Copy speed 55 ppm B&W / 41 ppm color
- Large 6,600 maximum on-board paper supply (3,100-sheet standard)
- Customizable, icon-driven 10.4" color touch screen display
- 600 x 600 dpi color output

### Sharp MX 620N

- Copy speed 62 ppm B&W
- 600 x 600 dpi monochrome output
- Large 6,600 maximum on-board paper supply (3,100-sheet standard)

### Sharp MX 3500N

- Copy speed 35 ppm B&W / 35 ppm color
- 600 x 600 dpi color output
- Flexible options for paper supply. Standard (2) 500-sheet cassettes, (1) 100-sheet bypass tray plus optional: (1) 500 sheet paper feed unit or (2) 500 sheet paper drawers and 3,500 sheet large capacity tray

### All Three:

- Optional finishing features to save time and labor.
- Award-winning network friendliness and security.
- One-touch ImageSEND™ facilitates scans to USB devices, network folders, email and more.
- Large capacity hard disk drive.
- Advanced web-based Device Management and on-board user manuals.



### The Solution

A document solutions analyst at Danwood heard about their dilemma. After sizing up the situation, Danwood proposed three machines well suited to meet the various needs of the business.

"As a company to deal with they are good. We're on the same wavelength. We have quite a good relationship with them", observes Sue. "We have absolutely no complaints about service. They are on time when we've needed assistance. Of course, ultimately it comes down to business. I know I can count on them."

"We had a couple of machines that we owned outright that died in a power surge. They couldn't be repaired. Danwood took them off our hands."

### The Outcome

"Thinking of the original company, there are a lot of people who are here today and gone tomorrow. You can't rely on them. So many have underhanded practices. But we can see that Danwood is here for the long haul. We would feel comfortable recommending them."